



IMPACT REPORT 2024

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INTRODUCTION

Andrea Primas founded ConqHer Inc. in 2015 to assist minority women and girls from experiencing the same personal and professional challenges she has encountered throughout her life. While she came from a lower/middle-class household with a decent upbringing, she reflected on how she did not have all the resources necessary to uncover her true potential and create her own opportunities for future success.

In contemplating her personal and professional growth journey, Andrea recognized that not all the tools needed to process the emotional struggles one encounters when shaping their way through life were accessible. This revelation inspired her to establish a resource network of tools and services to help other women and young girls with the same challenges.



CHALLENGES

FOR GIRLS AND WOMEN

WE ARE ADDRESSING

FOR GIRLS

- Mental Health Decline
- Sense of Belonging
- Access to Opportunities
- Financial Literacy
- Reliable & Vetted Resources

FOR WOMEN

- Sisterhood/Support
- Mental Wellness
- Reliable & Vetted Resources

SOLUTIONS

WE OFFER

FOR GIRLS

- Mentorship
- Spring Break/Summer Programming
- Internship

FOR WOMEN

- Social Gatherings
- Mental Wellness/Health Access
- Job Opportunities
- Vetted Resource Page on Website

2024 IMPACT

Our Mission

Empowering underresourced girls and women to thrive through education, mentorship, leadership and holistic support, equipping them with skills and resilience to have lasting success.

Our Vision

We envision communities where under-resourced girls and women are economically empowered, lead with confidence, and drive change—thriving through education, mentorship, and holistic support.

35

GIRLS IMPACTED

70

WOMEN IMPACTED

400+

FAMILIES IMPACTED

through back to school and toys for tots initiatives

80%

OF GIRLS ATTEND
TITLE I SCHOOLS

73%

FREE/REDUCED
LUNCH

100%

FIRST GEN COLLEGE
STUDENTS

OUR 2024 GOALS

1

Shine Program (8 Month Program)

Expansion of services to reach more participants 6-8 grade

Reduction in Negative Indicators to increase self-esteem, financial literacy, community engagement, self-efficacy

Partnership Development

3

What Now Program

Increase in Program Participation

Expansion of leadership and employment opportunities for 11th, 12th grade and college students

Partnership Development

2

Summer Camp Programming (2 week program)

Expansion of services to reach more participants

Reduction in Negative Indicators to increase mental health, self-esteem, college and career possibilities

Partnership Development

4

Partners/Supporters

Increase Donorbase and partnerships

Increase volunteerism

Gain Employee Engagement within Corporations

OUR 2024 STRATEGY

PROGRAMS

DETAILS

OUTCOME

Shine Program

Engage parents and guardians of 6th to 8th graders to increase awareness and encourage enrollment in your program. Host informational sessions, partner with local schools, provide resources for parents, and establish communication channels to address their concerns and questions.

Hosted community event for families and introduced parents to programming. Resulted in 5 new participants enrolling in program versus 2 new participants in previous program year

DreamHer Camp

Collaborate with local organizations, financial institutions, community leaders, and businesses to enhance program offerings and provide additional resources and opportunities for participants. Leverage community partnerships to offer guest speakers, field trips, job shadowing and other experiential learning opportunities.

Partnered with 15 different partners for 2024 summer camp versus 7 in previous year

What Now Program

Provide individualized support and mentoring to program participants to address their unique challenges and goals. Offer one-on-one coaching, counseling, or guidance sessions to help participants build confidence, improve financial decision-making, provide pipeline entry level jobs in respective fields of interest

Met with interns individually to assess strengths and areas of improvement and gave tasks based on strengths which in turn built their confidence and ability to lead effectively in their strengths, began partnership with UNT Dallas for experiential learning

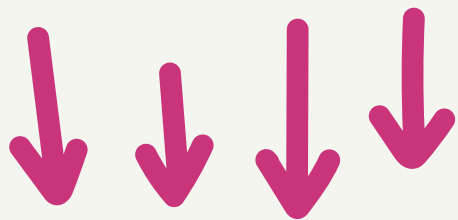
Partner/Supporter Engagement

Conduct a needs assessment to identify potential partners whose mission and goals align with yours. Evaluate their capacity, resources, and areas of expertise to determine compatibility and potential for collaboration.

This goal resulted in employee engagement from corporations, grant funding, and volunteers which yielded \$7000 for operations & programming

COMMUNITY COLLABORATION

WHAT OUR GIRLS ARE SAYING



"I learned about myself and how to write a resume"

"I learned that I am more than I think I am ,and I learned more math than I knew"

"I learned how to budget, save money, and how to crochet. I enjoyed almost everything"



3

New Collaborations

10

New Partners

24

New and Returning
Volunteers

\$51,278

Revenue

\$43,982

Expenses

plans for future to overcome hurdle and our road to \$100k

We plan to implement a multifaceted approach to secure the necessary resources. This includes actively seeking grant funding, engaging corporate sponsors and individual donors, exploring collaborative funding opportunities, and organizing community fundraising events. Through these efforts, we aim to ensure the full capacity operation of our program and continue delivering impactful services to our participants."

ACKNOWLEDGEMENTS

Walmart

Target

Frost Bank

The Heart in Home Realty

Grace Unlimited

CrossRoads ITG

Sharma Foundation

Stewarding Space

Veritex Bank

CNB Bank

Life in Deep Ellum

Individual Donors

Parents of Participants

Eastern Stars (Southwest Dallas)

Board of Directors

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WE THANK YOU
FOR YOUR CONTINUED SUPPORT IN
OUR PROGRAMS